

**CENTRAL OKLAHOMA AREA**



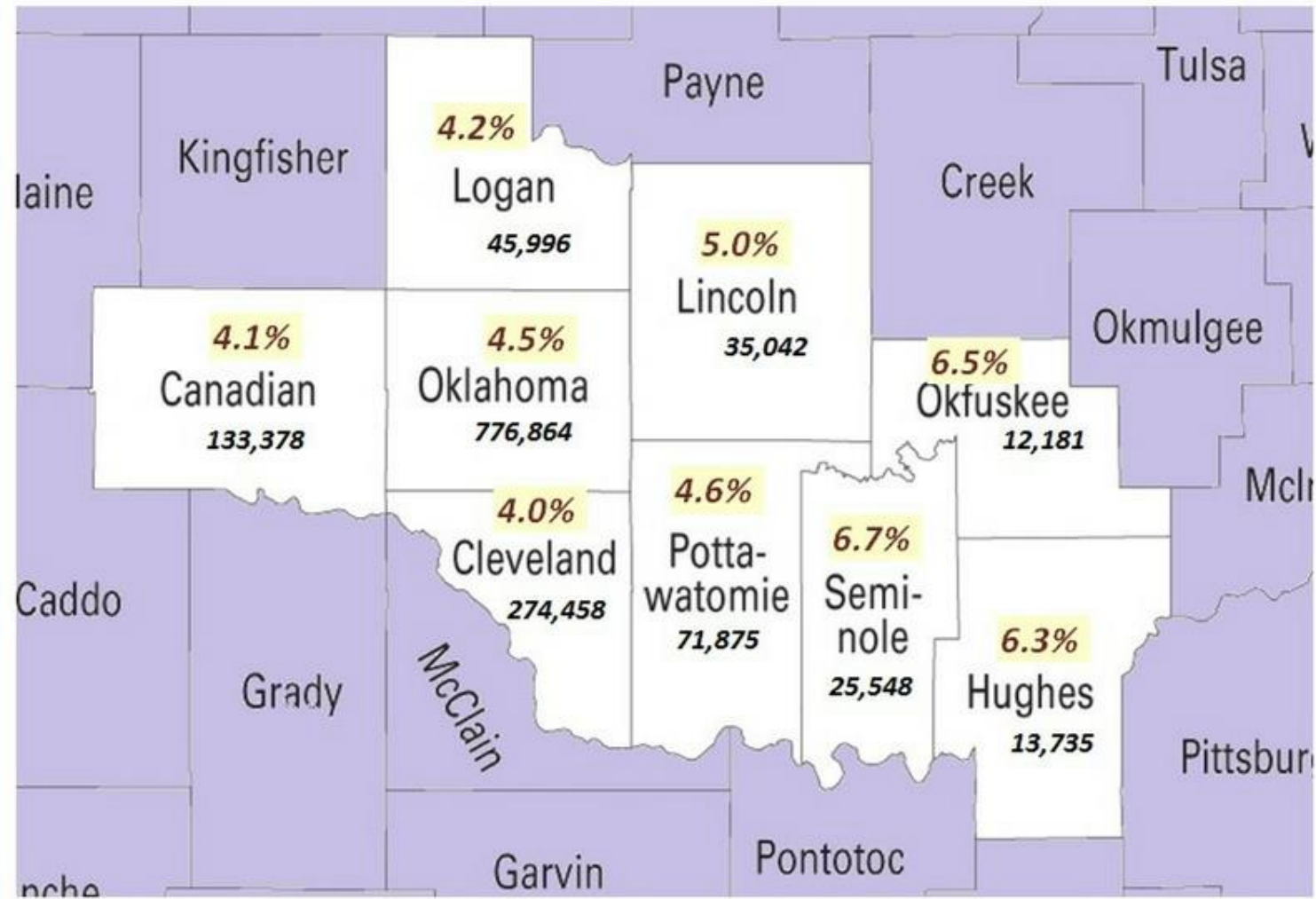
# **4-YEAR WORKFORCE DEVELOPMENT PLAN**



**APRIL 28, 2017  
GOVERNOR'S COUNCIL  
MEETING**

# Central Oklahoma Planning Region

## *Central Oklahoma: Population and County Unemployment Rates – February, 2017*

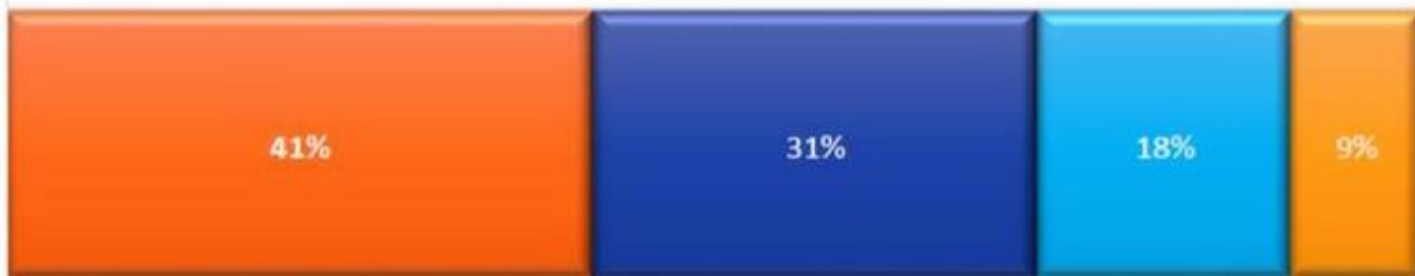


# ECONOMIC ANALYSIS OF REGION

COWIB Educational Gap for Jobs by 2025

■ High School and Less ■ Associates/Certificate/Credential ■ Bachelors ■ Graduate

2015 Attainment



2025 New Jobs





# ECONOMIC ANALYSIS OF REGION

## Top 5 Growth Industries

	# of Jobs	% Growth
Warehousing and Storage	1,544	44%
Aerospace Product and Parts Manufacturing	883	33%
Management of Companies and Enterprises	1,930	20%
Motor Vehicle Parts Manufacturing	320	20%
Other Schools and Instruction	258	20%

## Top Paying Industries

Mining, Quarrying, and Oil and Gas Extraction	Utilities
Management of Companies and Enterprises	Finance and Insurance
Professional, Scientific, and Technical Services	Information
Manufacturing	Wholesale Trade
Health Care and Social Assistance	Government

# PREPARING A SKILLED WORKFORCE

## WIOA & STATE PLANS

### GOALS:

- Partnerships
- Resources
- Meeting the needs of Employers

## LOCAL PLAN

### Objective:

- Understanding the current and future workforce needs of the business community
- Focus on work based learning that includes credential and/or industry recognized certificate toward middle skilled jobs
- Promote work experience opportunities
- Publish and promote career options in the region
- Occupational learning gets you an interview, whereas experience gets you a job
- Raise the workforce participation rate by increasing access to appropriate services in all 9 counties.





# PREPARING A SKILLED WORKFORCE

## LOCAL PLAN

- Create and provide opportunities for staff cross training with core partners
- Increase our interaction with secondary education by promoting career awareness activities such as job shadowing and business in the classroom
- Encourage the formation of new apprenticeship programs across multiple industries
- Involve employer advisory groups in the formation of career pathway models
- Ensure the completion of career pathways for high demand jobs in growing industries
- Work to incorporate career awareness classroom activities for elementary educators
- Use the Houston workforce education curriculum "When I Grow Up" project model and adapt it for Oklahoma. The curricula could be used in conjunction with a school's career day or regularly in the classroom. The lesson plans would be aligned with Oklahoma state objectives and designed to be flexible so teachers can customize them to suit the instructional needs of their students.



# MEETING THE NEEDS OF BUSINESS

## WIOA & STATE PLANS

### GOALS:

- Align and Connect
- Data

## LOCAL PLAN

### Objective:

- COWIB will maintain an active business services unit as board staff
- Increase the number of active partners in the Business Connection Alliance
- Expand our Sector Strategy efforts that have been on-going for the last decade
- Remain an active member of the Greater Oklahoma City Chamber regional partnership
- Engage other Economic Development Entities
- Integrate the efforts of the newly formed Talent and Business Growth group into our efforts to align the workforce development system



# MEETING THE NEEDS OF BUSINESS

## LOCAL PLAN

- Create listening sessions for our partners so that they can learn the opportunities in providing workforce solutions
- Promote and encourage the use of our “Smart Work Ethics” classes that have been endorsed by the Society of Human Resource Managers as an effective tool in providing required skills
- Continue to provide the variety of products that businesses have told us they need and use
- Provide on-line interviewing software that also can be used by clients to practice their interviewing skills
- Provide a behavior based assessment tool that can be and is being used by business today to help in both the recruitment and succession planning of employees
- Have staff trained in interview techniques that are designed to elicit information without being intrusive





# MEETING THE NEEDS OF BUSINESS

## LOCAL PLAN

- Ensure staff are trained to provide human resource consulting and trained to understand referral to other services including business to business
- Encourage the adoption of a common data base for gathering of critical workforce information supplied by the business community
- Listen, listen, listen and always make certain that business requests are provided and followed-up





## LONG TERM GOALS

- Increase the awareness of career opportunities that currently exist and will continue to exist and grow in the future
- Create ways to increase the workforce participation rate of targeted populations that have barriers to employment, such as; individuals with disabilities, recently released felons, homeless individuals, youth lacking education and experience, former foster youth, etc. The list has many opportunities, but requires local area flexibility in how we decide to utilize our funds to improve our communities



# LONG TERM GOALS

- Increase the number of individuals engaged in work based learning activities
- Continue to work with the business community involving industries in sector strategies, but also being able to work with individual companies one-on-one to provide them with the support they need to grow. This is another example of how local areas can decide to improve their regional economies by developing their budget to meet their local needs as directed by WIOA
- Increase the use of technology in delivering services to both clients and customers





## LONG TERM GOALS

- Research and adopt methods to increase the efficiency and effectiveness of our services. This may include the formation of work teams comprised of a variety of partners that develop a holistic approach to overcoming barriers of our common clientele
- Work with our partners in designing approaches that identify specific activities to be produced by one entity and not duplicated by multiple partners
- Encourage the improved alignment of all employment and training related funds in a region by promoting the braiding of those funds and being directed by a joint plan established by a local business led board

# COORDINATION WITH THE STATE PLAN



- Everything we do reflects our partnership with the business community. For our programs to be successful they must match the needs of business. For the past 12 years we have funded the only business services unit in the state. We have provided solutions for business identified problems; Creating a better assessment tool, Implementing Smart Work Ethics, ensuring our staff's competency in human resource consulting and working with partners in the development of specific training programs



# COORDINATION WITH THE STATE PLAN



- We will increase the number of credentialed individuals in our region which will lead to better employment opportunities for our citizens. The state plan incorporates a variety of methods to do such. In our case the first is to make certain that career information is more widely distributed and that information is used to provide a roadmap as to how and where to get the skills necessary to have a good job. The second is to provide more options to those with barriers on how they too can have a successful career with growth opportunities along their pathway.





# BEST PRACTICE

- We have many best practices, but the key is our desire and ability to work with a variety of partners on solving community workforce issues. These include working with industry sectors, providing services to incarcerated youth, foster youth, females in a prison diversion program, training returning citizens, autistic individuals, creating a contact center apprenticeship, having SHRM members engaged in our training, utilizing AmeriCorps members, and many more.
  - Please check out our successes and complete plan at [www.cowib.org](http://www.cowib.org)
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